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PTO/SB/01 (12-97)  
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Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE  
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<b>DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION</b> <b>(37 CFR 1.63)</b>  <input checked="" type="checkbox"/> Declaration Submitted with Initial Filing      OR <input type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	<b>Attorney Docket Number</b>	<i>NPA011US</i>
	<b>First Named Inventor</b>	<i>KIA SILVERBROOK</i>
	<b>COMPLETE IF KNOWN</b>	
	<b>Application Number</b>	/
	<b>Filing Date</b>	
	<b>Group Art Unit</b>	
	<b>Examiner Name</b>	

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**METHOD AND SYSTEM FOR ADVERTISING**

the specification of which  
☒ is attached hereto  
OR  
☐ was filed on (MM/DD/YYYY) [ ] as United States Application Number or PCT International Application Number [ ] and was amended on (MM/DD/YYYY) [ ] (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
<i>PQ3632</i>	<i>Australia</i>	<i>10-25-2000</i>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)

☐ Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

[Page 1 of 2]

Burden Hour Statement: This form is estimated to take 0.4 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

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## DECLARATION — Utility or Design Patent Application

I hereby claim the benefit under 35 U.S.C. 120 of any United States application(s), or 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

U.S. Parent Application or PCT Parent Number	Parent Filing Date (MM/DD/YYYY)	Parent Patent Number (if applicable)

☐ Additional U.S. or PCT international application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

As a named inventor, I hereby appoint the following registered practitioner(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

☐ Customer Number

OR

☐ Registered practitioner(s) name/registration number listed below

Place Customer  
Number Bar Code  
Label here

Name	Registration Number	Name	Registration Number

☐ Additional registered practitioner(s) named on supplemental Registered Practitioner Information sheet PTO/SB/02C attached hereto.

Direct all correspondence to: ☒ Customer Number **24011** OR ☒ Correspondence address below

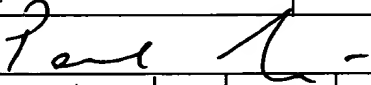
Name	Kia Silverbrook				
Address	Silverbrook Research Pty Ltd				
Address	393 Darling Street				
City	Balmain	State	NSW	ZIP	2041
Country	Australia	Telephone	61-2-9818-6633	Fax	61-2-9818-6711

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Name of Sole or First Inventor:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle (if any))		Family Name or Surname			
KIA		SILVERBROOK			
Inventor's Signature				Date	Oct. 18, 2000
Residence: City	Balmain	State	NSW	Country	Australia
Post Office Address	393 Darling Street				
Post Office Address					
City	Balmain	State	NSW	ZIP	2041
Country	Australia				

☒ Additional inventors are being named on the 1 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto

Please type a plus sign (+) inside this box → ☐PTO/SB/02A (3-97)  
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**Supplemental Sheet**  
Page 1 of 1

<b>Name of Additional Joint Inventor, if any:</b>				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])				Family Name or Surname			
PAUL				LAPSTUN			
Inventor's Signature				Date	Oct. 18, 2000		
Residence: City	Rodd Point	State	NSW	Country	Australia	Citizenship	Norwegian
Post Office Address	13 Duke Avenue						
Post Office Address							
City	Rodd Point	State	NSW	ZIP	2046	Country	Australia
<b>Name of Additional Joint Inventor, if any:</b>				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])				Family Name or Surname			
Inventor's Signature				Date			
Residence: City		State		Country		Citizenship	
Post Office Address							
Post Office Address							
City		State		ZIP		Country	
<b>Name of Additional Joint Inventor, if any:</b>				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])				Family Name or Surname			
Inventor's Signature				Date			
Residence: City		State		Country		Citizenship	
Post Office Address							
Post Office Address							
City		State		ZIP		Country	

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09/693415  
10/20/00

**RECORDATION FORM COVER SHEET  
PATENTS ONLY**

Docket No.: NPA011US

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

**Submission Type**

☒ New  
☐ Resubmission (Non-Recordation)  
Document ID#   
☐ Correction of PTO Error  
Reel #  Frame #   
☐ Corrective Document  
Reel #  Frame #

**Conveyance Type**

☒ Assignment ☐ Security Agreement  
☐ License ☐ Change of Name  
☐ Merger ☐ Other   
**U.S. Government**  
(For Use ONLY by U.S. Government Agencies)  
☐ Departmental File ☐ Secret File

**Conveying Party(ies)**

☐ Mark if additional names of conveying parties attached  
Execution Date  
Month Day Year  
10 18 2000

Name (line 1) SILVERBROOK, Kia

Name (line 2)

**Second Party**

Name (line 1) LAPSTUN, Paul

Name (line 2)

Execution Date  
Month Day Year  
10 18 2000

**Receiving Party**

☐ Mark if additional names of receiving parties attached

Name (line 1) Silverbrook Research Pty. Ltd.

Name (line 2)

Address (line 1) 393 Darling Street

Address (line 2)

Address (line 3) Balmain  
City

NSW, Australia  
State/Country

2041  
Zip Code

☐ If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

10/26/2000 EFLORES 00000011 09693415

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Correspondent Name and Address**

Country,

Area Code and Telephone Number 61-2-9818-6633

Name Kia Silverbrook

Address (line 1) Silverbrook Research Pty. Ltd.

Address (line 2) 393 Darling Street

Address (line 3) Balmain, NSW 2041

Address (line 4) Australia

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

# 4

**Application Number(s) or Patent Number(s)**

☐

Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

**Patent Application Number(s)**


**Patent Number(s)**


If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor.

Month Day Year  
10 18 2000

**Patent Cooperation Treaty (PCT)**

Enter PCT application number  
only if a U.S. Application Number  
has not been assigned.

PCT

PCT

PCT

PCT

PCT

PCT

**Number of Properties**

Enter the total number of properties involved.

# 2

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$ 80

Method of Payment:

Deposit Account

Enclosed ☒

Deposit Account ☐

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes ☐

No ☐

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Kia Silverbrook

Name of Person Signing

W R

Signature

October 18, 2000

Date

# ASSIGNMENT OF APPLICATION

Docket Number (Optional)  
**NPA011US**

Whereas, I, KIA SILVERBROOK of 393 Darling Street Balmain, NSW 2041, Australia, hereafter referred to as applicant, have invented certain new and useful improvements in METHOD AND SYSTEM FOR ADVERTISING

☐ for which an application for a United States Patent was filed on \_\_\_\_\_, Application Number \_\_\_\_\_/\_\_\_\_\_  
☒ for which an application for a United States Patent was executed on October 18, 2000, and

Whereas, Silverbrook Research Pty Ltd of Balmain, New South Wales, Australia herein referred to "assignee" whose post office address is 393 Darling Street, Balmain, NSW 2041, Australia is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of one dollars (\$1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the applicant, by these presents do sell, assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire right, title and interest in and to any and all Patents which may be granted therefor in the United States, I hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this eighteenth day of October 2000, ~~19xx~~  
 at Balmain, New South Wales, Australia

WRS  
 (Signature)

State of \_\_\_\_\_) SS:  
 County of \_\_\_\_\_)  
 Before me personally appeared said \_\_\_\_\_  
 and acknowledged the foregoing instrument to be his free act and deed this \_\_\_\_\_  
 day of \_\_\_\_\_, 19\_\_\_\_.

Seal

(Notary Public)

# ASSIGNMENT OF APPLICATION

Docket Number (Optional)  
**NPA011US**

Whereas, I, PAUL LAPSTUN of 13 Duke Avenue, Rodd Point, NSW 2046, Australia, hereafter referred to as applicant, have invented certain new and useful improvements in METHOD AND SYSTEM FOR ADVERTISING


☐ for which an application for a United States Patent was filed on \_\_\_\_\_, Application Number \_\_\_\_\_/\_\_\_\_\_.

☒ for which an application for a United States Patent was executed on October 18, 2000, and

Whereas, Silverbrook Research Pty Ltd of Balmain, New South Wales, Australia herein referred to "assignee" whose post office address is 393 Darling Street, Balmain, NSW 2041, Australia is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of one dollars (\$1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the applicant, by these presents do sell, assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire right, title and interest in and to any and all Patents which may be granted therefor in the United States, I hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this eighteenth day of October 2000, ~~19xx~~,  
 at Balmain, New South Wales, Australia

  
 (Signature)

State of \_\_\_\_\_) SS:  
 County of \_\_\_\_\_)

Before me personally appeared said \_\_\_\_\_  
 and acknowledged the foregoing instrument to be his free act and deed this \_\_\_\_\_  
 day of \_\_\_\_\_, 19\_\_\_\_.

Seal

\_\_\_\_\_  
 (Notary Public)